

ORDER



Orders
Order / Rev: 202861
Alt Order #: 06848527
Product Desc: 9/4-9/17 BARACK OBAMA
Estimate: 1687
Flight Dates: 09/04/12 - 09/17/12
Original Date / Rev: 08/30/12 / 08/30/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Obama For America (D)
Demographic: A35+
Product Codes: PL1
Priority: P5
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN13209
Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	96	\$18,900.00	\$16,065.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	96	\$18,900.00	\$16,065.00	0.00
Totals	96	\$18,900.00	\$16,065.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	23%	\$18,900.00
Market	100%	\$82,173.91

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	9%	\$7,395.65
WGNT	7%	\$5,752.17
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	29%	\$23,830.43
WTVZ	7%	\$5,752.17
WVEC	25%	\$20,543.48

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/04/12	09/07/12	M-F 4-5p Steve Wilkos	CM	4-5p	- TWTF - -	:30	5	\$100.00	P4	0.00	NM	5	\$500.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/03/12	09/09/12	- TWTF - -	5		\$100.00	0.00							
E 2	WVBT	09/04/12	09/07/12	M-F 5-6p Maury	CM	5-6p	- TWTF - -	:30	5	\$100.00	P4	0.00	NM	5	\$500.00

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MAURY POVICH														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWTF--				5	\$100.00		0.00			
E 3	WVBT	09/04/12	09/07/12	M-F 6-7p Wendy Williams	CM	6-7p - TWTF--	:30	4	\$100.00	P4	0.00	NM	4	\$400.00
WENDY WILLIAMS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWTF--				4	\$100.00		0.00			
E 4	WVBT	09/04/12	09/07/12	M-F 7-730p M-F 7-730p	CM	7-730p - TWTF--	:30	4	\$125.00	NA	0.00	NM	4	\$500.00
TMZ ON TV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWTF--				4	\$125.00		0.00			
E 5	WVBT	09/04/12	09/07/12	M-F 730-8p 30 Rock	CM	730-8p - TWTF--	:30	4	\$125.00	NA	0.00	NM	4	\$500.00
ACCESS HOLLYWOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWTF--				4	\$125.00		0.00			
E 6	WVBT	09/05/12	09/12/12	Wed Prime Other 1 Wed 8-10p	CM	8-10p --W----	:30	1	\$800.00	P4	0.00	NM	2	\$1,600.00
SO YOU THINK YOU CAN DANCE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----				1	\$800.00		0.00			
Week:		09/10/12	09/16/12	--W----				1	\$800.00		0.00			
E 7	WVBT	09/06/12	09/06/12	Thur Hour 1 Thu 8-9p	CM	8-9p ---T---	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
RAISING HOPE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---				1	\$400.00		0.00			
E 8	WVBT	09/10/12	09/14/12	M-F 4-5p M-F 4-5p	CM	4-5p M-WTF--	:30	4	\$100.00	P4	0.00	NM	4	\$400.00
STEVE WILKOS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$100.00		0.00			
E 9	WVBT	09/17/12	09/17/12	M-F 4-5p M-F 4-5p	CM	4-5p M-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
STEVE WILKOS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$100.00		0.00			
E 10	WVBT	09/10/12	09/14/12	Springer M-F 5-6p Jerry Springer	CM	5-6p M-WTF--	:30	4	\$100.00	P4	0.00	NM	4	\$400.00
MAURY POVICH														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$100.00		0.00			
E 11	WVBT	09/17/12	09/17/12	Springer M-F 5-6p Jerry Springer	CM	5-6p M-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
MAURY POVICH														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$100.00		0.00			
E 12	WVBT	09/10/12	09/14/12	M-F 6-7p Maury Povich	CM	6-7p M-WTF--	:30	4	\$100.00	P4	0.00	NM	4	\$400.00
MAURY POVICH														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$100.00		0.00			
E 13	WVBT	09/17/12	09/17/12	M-F 6-7p Maury Povich	CM	6-7p M-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
MAURY POVICH														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$100.00		0.00			
E 14	WVBT	09/10/12	09/14/12	M-F 7-730p M-F 7-730p	CM	7-730p M-WTF--	:30	5	\$125.00	P3	0.00	NM	5	\$625.00

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TMZ ON TV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--				5	\$125.00		0.00			
E 15	WVBT	09/17/12	09/17/12	M-F 7-730p M-F 7-730p	CM	7-730p M-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
TMZ ON TV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				1	\$125.00		0.00			
E 16	WVBT	09/10/12	09/14/12	M-F 730-8p 30 Rock	CM	730-8p M-WTF--	:30	4	\$125.00	P3	0.00	NM	4	\$500.00
ACCESS HOLLYWOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--				4	\$125.00		0.00			
E 17	WVBT	09/17/12	09/17/12	M-F 730-8p 30 Rock	CM	730-8p M-----	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
ACCESS HOLLYWOOD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				2	\$125.00		0.00			
E 18	WVBT	09/13/12	09/13/12	Thur Hour 1 Thu 8-9p	CM	8-9p ---T---	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
X-FACTOR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---				1	\$800.00		0.00			
E 19	WVBT	09/10/12	09/14/12	WAVY News 10 on FOXQM WAVY News 10 on FOX 43	CM	WAVY News 10 on M-WTF--	:30	8	\$125.00	P4	0.00	NM	8	\$1,000.00
AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--				8	\$125.00		0.00			
E 20	WVBT	09/17/12	09/17/12	WAVY News 10 on FOXQM WAVY News 10 on FOX 43	CM	WAVY News 10 on M-----	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				2	\$125.00		0.00			
E 21	WVBT	09/04/12	09/07/12	M-F 12-1p America's Court	CM	12-1p -TWTF--	:30	8	\$25.00	P5	0.00	NM	8	\$200.00
AMERICA'S COURT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--				8	\$25.00		0.00			
E 22	WVBT	09/10/12	09/14/12	M-F 12-1p Wendy Williams	CM	12-1p M-WTF--	:30	8	\$25.00	P5	0.00	NM	8	\$200.00
WENDY WILLIAMS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--				8	\$25.00		0.00			
E 23	WVBT	09/17/12	09/17/12	M-F 12-1p Wendy Williams	CM	12-1p M-----	:30	2	\$25.00	P5	0.00	NM	2	\$50.00
WENDY WILLIAMS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----				2	\$25.00		0.00			
E 24	WVBT	09/08/12	09/15/12	MLB on Fox MLB on Fox	CM	MLB on Fox -----S-	:30	3	\$100.00	P4	0.00	NM	6	\$600.00
FOX SATURDAY BASEBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				3	\$100.00		0.00			
Week:		09/10/12	09/16/12	-----S-				3	\$100.00		0.00			
E 25	WVBT	09/08/12	09/15/12	College Football Pregame College Football Pregame	CM	College Football Pre- ----S-	:30	1	\$200.00	P4	0.00	NM	2	\$400.00
FOX COLLEGE FOOTBALL PRE-GAME														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$200.00		0.00			
Week:		09/10/12	09/16/12	-----S-				1	\$200.00		0.00			
N 26	WVBT	09/08/12	09/15/12		CM	College Football -----S-	:30	1	\$300.00	P3	0.00	NM	2	\$600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				College Football										
				College Football										
FOX COLLEGE FOOTBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-		1		\$300.00			0.00			
Week:		09/10/12	09/16/12	-----S-		1		\$300.00			0.00			
N27	WVBT	09/09/12	09/16/12	Fox NFL Pre Game	CM	Fox NFL Pre Game-----S	:30	1	\$300.00	P4	0.00	NM	2	\$600.00
				Fox NFL Pre Game										
FOX NFL PRE-GAME														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1		\$300.00			0.00			
Week:		09/10/12	09/16/12	-----S		1		\$300.00			0.00			
N28	WVBT	09/09/12	09/09/12	NFL Redskins	CM	NFL Redskins-----S	:30	1	\$2,800.00	P3	0.00	NM	1	\$2,800.00
				NFL Redskins										
REDSKINS FOOTBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1		\$2,800.00			0.00			
N29	WVBT	09/09/12	09/16/12	Fox NFL Reg Season 4p	CM	Fox NFL Reg Seas-----S	:30	1	\$2,000.00	P3	0.00	NM	2	\$4,000.00
				Fox NFL Reg Season 4p										
NON-REDSKINS FOOTBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S		1		\$2,000.00			0.00			
Week:		09/10/12	09/16/12	-----S		1		\$2,000.00			0.00			
												Totals	96	\$18,900.00